

# **Office of Selectmen**

**6 Holland Street • Post Office Box 139  
Moultonborough, N.H. 03254  
(603) 476-2347**

## **STATEMENT OF POLICY**

### **No. 3**

#### **SIGNS**

#### **REFERENCES:**

1. Letter, Bob Gunning, May 24, 1993 RE: complaint of decision of Code Enforcement Officer.
2. Letter, M. Garner, May 26, 1993 RE: Business Identification Signs.

To assist in enforcement of Article V - Signs, the following policies are to be followed:

Article V A. states: "No sign or advertising device shall be erected or placed on any property or outside of any structure in the Town of Moultonborough or be affixed to a vehicle and allowed to remain on the premises with intent to serve as a sign without a permit."

Policy: The ordinance intends that in paragraph A. (I), (2), C., D., E., F., G., H., I., J., K. and L. the term sign and advertising device are synonymous and the same rules apply to advertising devices.

Policy: An advertising device is any fixture, caricature, emblem, or similar item displayed to serve as an advertisement that imparts, identifies or serves to attract attention for commercial purposes.

Policy: Article V. G. - Business Identification Signs. It is intended that each business at a commercial site may display, in addition to two advertising signs, a sign identifying the business (name of commercial enterprise, logo, general type of activity as described in Article - J. (I) of Directional Signs).

In the absence of some compelling safety or aesthetic argument, business identification signs may be a single or double faced sign not to exceed sixteen (16) square feet, each face not exceeding sixteen (16) square feet.

Policy: Support structure necessary to erect a permanent sign and insure stability in accordance with IBC requirements is not considered in the square footage permitted for the sign.

Any ornamentation, scroll work, decorative framing or similar items framing a sign will be permitted if it is not intended to serve as an added advertising device. Each sign permit will describe in detail any such ornamentation when submitted to the Code Enforcement Officer and the Board of Selectmen will determine on an individual basis whether such ornamentation serves as an advertising device.

If in the opinion of the Board of Selectmen or their agent the ornamentation is intended to be an advertising device such ornamentation shall be included in the computation of the total allowed square footage of the sign.

**NOTE:** Any sign containing ornamentation cannot exceed the height limitation contained in Article V. K.

Policy: See Policy No. 15, "Directional Real Estate Signs

Exception: Temporary directional "Open House" signs will be allowed on the scheduled day of the open house during the time period scheduled. Open houses scheduled for more than one day must have the signs erected/removed each day of the open house.

Directional real estate signs in violation of this policy will be confiscated by the Code Enforcement Officer, Police or other authorized municipal personnel.

Policy: Article J. - Directional signs may be one or two sided and be in accordance with Article V J.(1) & (2).

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These policies are effective June 10, 1993 and shall remain so until revised, amended or canceled.

Tina C. Borrin, Chairman  
Ernest E. Davis, Jr.  
Edwin A. Wakefield

BOARD OF SELECTMEN

This Policy received review, revision and update on September 21, 2006.

Karel A. Crawford, Chairman  
Edward J. Charest  
Ernest E. Davis, Jr.  
James F. Gray  
Joel R. Mudgett  
BOARD OF SELECTMEN